National Preparedness Month 2013

SOCIAL MEDIA & ONLINE RESOURCES

Use your social media channels to share NPM and encourage others to take action. Consider using content that you have on your own website about preparedness and feel free to use Ready.gov to share preparedness messaging.

TWITTER

NPM Twitter hashtag: "#NATLPREP"

- It's the first day of National Preparedness Month. Help get America Ready! Stay informed Ready.gov #NATLPREP
- National Preparedness Month is the perfect time for you and your family to make a plan, build a kit, and stay informed! #NATLPREP
- Join the #NATLPREP Community to discuss steps you can take Before, During, and After a disaster. community.fema.gov
- Help your community or your office get *Ready* during National Preparedness Month. Visit Ready.gov to get started #NATLPREP
- . @Citizen_Corps works hard to help people prepare, train, and volunteer in their communities. Visit www.citizencorps.gov #NATLPREP
- #WEA's: Free SMS sent to cell phones in range of dangerous local situation, severe weather or Amber Alert http://t.co/waeZUPBMSJ #NATLPREP
- #WEA's are automatic txt msg's sent to you in an emergency. No registration required. #WEA PSA Video: http://t.co/0PJa9ffI0p #NATLPREP
- Preparedness on a budget: Fill clean, airtight containers with water, instead of buying bottled water #NATLPREP
- Preparedness on a budget: Pick up canned items on sale 2 or 3 at a time. Shop at used goods stores for blankets and electronics #NATLPREP
- After an emergency, once you know you are safe, check on neighbors #NATLPREP
- Do you and your family know the best escape routes out of your house during an emergency? #NATLPREP Ready.gov/escape-routes
- Before, during and after disasters keep phone lines open. Tip: use social media to update friends & family. http://www.ready.gov/get-tech-ready #NATLPREP
- During emergencies, cell networks may not work. Make sure everyone in your family knows how to text #NATLPREP
- In an emergency, cell networks may not work. Make sure everyone in your family knows how to text #NATLPREP
- In case of a blackout, keep plastic containers of water in your refrigerator and freezer to help keep food cold for several hours #NATLPREP
- Engage your kids in your family's emergency planning, they can visit http://Ready.gov/kids to get started. #NATLPREP
- Teach your children how and when to call 9-1-1 or your local emergency medical services number for help. #NATLPREP
- During National Preparedness Month, consider those who need a little extra help during emergencies and make a plan to help them #NATLPREP
- Talk to your friends, neighbors and family this month and encourage them to prepare for emergencies and disasters #NATLPREP
- Remember Your Pets! Get your pet an emergency kit and create a buddy system. Click here for a pet preparedness kit: Ready.gov/animals #NATLPREP
- Take a minute to check your family's first aid kit, note any depleted items and add them to your shopping list #NATLPREP
- Up to 40% of businesses never recover after a major disaster. Plan today. http://youtu.be/2U0EFYKGn50 #NATLPREP

- ✔ Does your small business have an emergency response plan? Download FREE planning tools: http://www.Ready.gov/business #NATLPREP
- ✔ Every emergency supply kit is unique. Your family kit should be created with your specific needs in mind http://www.ready.gov/basic-disaster-supplies-kit #NATLPREP

VIDEO

Ready PSAs and videos are available through the FEMA YouTube page. Make sure and share the link on your Facebook page, Twitter account and embed the code on your website.

English

- ✔ "Al Roker-Be Ready for any weather" 30 sec PSA (closed captioning) http://youtu.be/0ZMr1XtP6BY
- ✔ "The Day Before: Joplin Tornado" 15 sec PSA (closed captioning) - http://youtu.be/CDcNXmXmZjw
- ✔ "The Day Before: Hurricane Irene"15 sec PSA (closed captioning)- http://youtu.be/V1eOILGEGuU
- ✔ "The Day Before" 30 sec (closed captioning)- http://youtu.be/4s7z05G5p4Y
- ✔ "The Day Before" 60 sec (closed captioning)- http://youtu.be/MkccyhoS4IE
- ✔ "Get Your Business Prepared- Earthquakes" 15 sec PSA (closed captioning) http://youtu.be/yex44j8GCag
- ✔ "Get Your Business Prepared- Floods" 15 sec PSA (closed captioning) - http://youtu.be/2U0EFYKGn50
- ✔ "Wireless Emergency Alerts" 30 sec English PSA (closed captioning)- http://youtu.be/wDpcGypv2_U
- ✔ "Preparing Makes Sense for Pet Owners" Video- (closed captioning & American Sign Language) http://youtu.be/aUbSF_S20bE
- ✔ "Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs" Video- (Closed Captioning and American Sign Language) http://youtu.be/ZLLMDOScE4g
- ✔ "Preparing makes sense for Older Americans" Video (Closed Captioning and American Sign Language)- http://youtu.be/SByTKf2rrIg

Spanish

- ✔ "Inundaciones Anuncio" 15 sec Spanish (closed captioning)- http://youtu.be/GDL27JoIJBk
- ✔ "Consecuencias" 30 sec Spanish (closed captioning)- http://youtu.be/Zswt_h6QSAM
- ✔ "Wireless Emergency Alerts" 30 sec Spanish PSA (closed captioning) - http://youtu.be/iqmf0gR_JR8

WEB BANNER & SOCIAL MEDIA COVER PHOTO'S

Add a NPM web image to your organization or community website throughout the summer and fall. (Download file at community.fema.gov)

WIDGET

Paste the National Preparedness Community (NPC) widget code on your website.
<script id="govd_widget_js_usdhsrc_usdhsrc_widget_1"
src="http://content.govdelivery.com/accounts/USDHSRC/widgets/USDHSRC_WIDGET_1.js
" type="text/javascript"></script>

POSTERS

Display the NPM posters for visibility and awareness. (Download file at community.fema.gov).